

## BASIC CARTON PROMOTION (7/1/94-9/30/94)

### MISCELLANEOUS

<u>PROGRAM</u>	<u>PREMIUM</u>	<u>#UPCS</u>
Parliament Get Away II	Fleece Pullover	110
Parliament Get Away II	Long Sleeve T	35
Merit Getting Away	Fleece Jacket	75
Marlboro Adventure Team	Gear and Long Shorts	40
Marlboro Adventure Team	Sweatshirt	79
B&H Kings TTEO	Shorts	30
B&H Kings TTEO	Sweatshirt	75

### POTENTIAL UPC REDEMPTION BASED ON VARYING CONSUMPTION LEVELS:

1 pack a day	90 UPCs
2 packs a day	135 UPCs
Avg. consumption for Basic smoker (NTS 12MM 1/94) 26 sticks per day (1.3 pks/day)	117 UPCs

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3/4/94-15:05

BASIC CARTON PROMO